

**COVERED CALIFORNIA MARKETING, OUTREACH, AND ENROLLMENT ASSISTANCE
ADVISORY COMMITTEE**

Wednesday, October 5, 2016
1:00PM – 4:00PM
Covered California Headquarters
1601 Exposition Blvd., Sacramento, CA 95815

ADVISORY MEETING
Webinar Participation available

<https://attendee.gotowebinar.com/register/2303613576656639748>

AGENDA

- I. Chair's Welcome
- II. Covered CA Welcome and 2017 Rates Discussion
- III. Shop and Compare 2017
- IV. Open Enrollment 4
 - a. Outreach and Sales
 - b. Communications and Public Relations
 - c. Marketing
- V. Outreach Models and Recommendations
- VI. 2017 Meeting Dates
- VII. Closing